

CSAP'S Northeast CAPT Virtual Learning Series:

Audio Conference

Working Effectively with the Media

May 13, 2004

11:00 a.m.—1:00 p.m. (Eastern Time)

I. Overview:

This audio conference is for prevention providers, coalitions, and State Incentive Grant (SIG) recipients who are interested in learning how to work more effectively with the media. This audio conference will provide participants with information concerning techniques for fostering positive media relationships including methods for getting your message out and how to effectively respond to media requests. Participants will gain insight and information on how the world of print media works and will be encouraged to ask questions and to share their own experiences.

II. Objectives:

Participants will:

- Understand how to select appropriate uses of different media
- Learn how to reach a target audience through use of media
- Learn tips for constructing interesting and publishable stories
- Learn how to write a press release
- Learn how to build relationships with media representatives

III. Agenda

- Welcome and Introductions—Carol Oliver, Northeast CAPT
- Effectively Working with the Media—JoAnn Augeri Sylva, Lexicon Consulting, Marblehead, MA
- Experience Working with the Media from the Field—Jack Vondras, Board of Health Director, Somerville, MA
- Review of Participant Questions and Discussion Topics—Carol Oliver
- Discussion of Participants Questions—All Participants
- Closure—Carol Oliver

IV. Presenters

JoAnn Augeri Sylva

JoAnn Augeri Sylva is an award-winning writer, editor, public relations professional and journalism teacher whose written work appears regularly in regional and national publications. As a media

coach who is also an experienced, practicing journalist, she assists individuals and organizations in understanding print and electronic media, developing media strategies. Her decade of work in the areas of public health and women's health gives her a unique perspective on the needs and challenges of not-for-profit organizations in publicizing their programs and dealing with the media.

Jack Vondras

Jack Vondras is the director of the Somerville Health Department, Somerville, Massachusetts. His background includes a masters in public health and over 20 years of public health experience. He has developed a wide range of skills in program management, public policy, planning and organizational development, and training and technical assistance. He has been a CAPT Associate for the Northeast CAPT for the past four years. He has spent a number of years building a strong community and provider coalition and has helped to structure the programs to create a coordinated approach to the delivery of substance abuse prevention services. He has particular skills in bringing together people with little past experience working collaboratively and with differing and sometimes conflicting needs and goals. Mr. Vondras efforts have been recognized at the local, state and national level. He received his MS in public health from the University of Tennessee, Knoxville, in 1982 and his BS in nutrition from the University of Maine, Orono, in 1981.

V. Registration Instructions:

You may participate from any phone. Registration is required. Register for the audio conference at <http://ww4.premconf.com/webbrsvp/> using the Confirmation Code 354611 or by calling 800/776-0700 and selecting option 3.

VI. Resources:

www.infocomgroup.com
www.usda.gov/news/pubs/fcn/chapter2.htm
www.ascd.org/advocasykit/workingmedia.html

VII. Contact Information:

If you have questions or need additional information about this audio conference please contact Carol Oliver at COliver@edc.org or 617-969-7100 ext. 2762

